SPORT4
EMPOWERMENT
EUROPEAN SOCIAL FUND PLUS PROGRAMME

Brand Guidelines

Rialtas na hÉireann
Government of Ireland

Arna chomhchistiú ag an Aontas Eorpach
Co-Funded by the European Union

SPÓRT ÉIREANN
SPORT IRELAND

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Brand Identity

Consistent brand presentation across all Sport4Empowerment communications builds recognition, trust, and professionalism. This section covers logo usage, co-branding requirements, and the mandatory EU publicity obligations that apply to all ESF+-funded activities.

Important: The brand assets - logo files, colour palette, font files, and design templates - are held centrally by Sport Ireland.

Do not attempt to recreate logos or brand elements independently.

Contact the Sport Ireland communications team to access these assets.





Brand Principles

These principles support a people-first approach, ensuring that Sport4Empowerment is shaped around lived experience, local need, and meaningful opportunities for participants.

Inclusion:

Inclusion is at the heart of Sport4Empowerment. The programme values people's different backgrounds, abilities, identities, and circumstances, and aims to create environments where everyone feels welcomed, respected, represented, and able to belong. It recognises that people may face overlapping barriers and that inclusive sport must respond to lived experience, local context, and individual need.

Partnership:

Sport4Empowerment is built on strong partnerships. By working with Local Sports Partnerships, communities, representative groups, and local, national, and European stakeholders, the programme brings together the knowledge, trust, and resources needed to support social inclusion and empowerment.

Innovation:

Sport4Empowerment uses sport and physical activity as a platform for new ideas and creative problem solving. Through design thinking, co-creation, and locally responsive approaches, the programme aims to test, learn from, and scale new ways of addressing social challenges.

Learning:

Sport4Empowerment promotes continuous learning for participants, partners, and the programme itself. Through sport and physical activity, participants can build confidence, skills, knowledge, social connections, and pathways to future education, training, and employment opportunities. The programme will also use evidence, evaluation, and shared practice to understand what works, improve delivery, and increase impact over time.

Sport4Empowerment Logo Clearspace

The **Sport4Empowerment** logo is a protected trademark. The logo is a specific graphic and must never be recreated in any way, including by typing out in text. There must be clear space between the logo and other design elements. Clear space is measured by the height of the "4" logomark. Design elements are symbols, rules, wording, illustration or photographic edges.

The consistent and correct application of the logo will enhance the **Sport4Empowerment** brand recognition. The application of the logo should not differ from those shown here. The logo lockup has been specifically designed and should not be altered or re-created in any way. The guidance outlined in this document ensures brand consistency across a range of applications.





Sport4Empowerment Secondary Logos

The **S4E** logo is a protected trademark. The logo is a specific graphic and must never be recreated in any way, including by typing out in text. There must be clear space between the logo and other design elements. Clear space is measured by the height of the "4" logomark. Design elements are symbols, rules, wording, illustration or photographic edges.

The consistent and correct application of the logo will enhance the **S4E** brand recognition. The application of the logo should not differ from those shown here. The logo lockup has been specifically designed and should not be altered or re-created in any way. The guidance outlined in this document ensures brand consistency across a range of applications.



Logos - Mandatory on ALL Materials

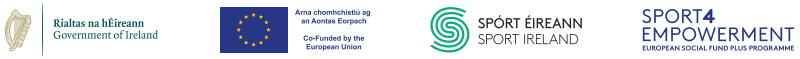
The Government of Ireland Mark and the EU Emblem (referred to collectively as 'the logos') must feature on all communication materials produced in relation to operations in receipt of EU funding.

Logo order rules: If used horizontally, the Government of Ireland mark should be placed on the left, followed by the EU Emblem and other logos as appropriate. If used vertically, the Government of Ireland mark should be placed at the top, followed by the EU Emblem and other logos.

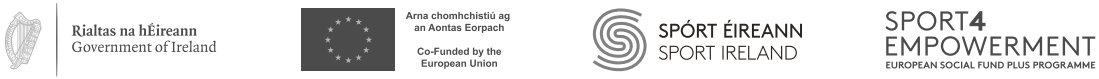
Colour rules: The logos must be displayed in colour on websites. Colour should be used whenever possible in all other usage. A greyscale version can only be used when this is not possible — prior approval is required from the relevant programme authority. The logos must be used in the format supplied and must not be recreated or modified in any way.

Download logos at: www.eufunds.ie/logos









Logo Usage Rules

The Sport4Empowerment logo is the primary visual identifier for the programme. The following rules apply:

Always use the official logo file provided by Sport Ireland. Do not stretch, skew, recolour, or modify the logo in any way.

Maintain clear space around the logo at all times. The minimum clear space is equal to the height of the number '4' in the logo, on all four sides.

Do not place the logo on a busy background or over an image where it is difficult to read.

The logo is available in full colour (for use on white/light backgrounds) and white reverse (for use on dark or coloured backgrounds). Use the appropriate version.

Do not use the logo at a size smaller than 30mm wide in print materials or 100px wide on screen.



Do not stretch the logo



Do not skew the logo



Do not recolour the logo



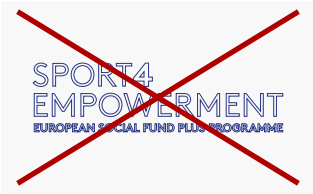
Use the correct clear space



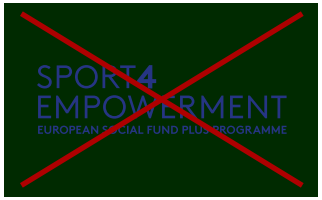
Do not place the logo on a busy background



Do not add effects to the logo



Do not outline the logo



Do not place the full-colour logo on a dark or low-contrast background

Sport Ireland Logo

The Sport Ireland logo must appear on all Sport4Empowerment communications alongside the Sport4Empowerment logo. Sport Ireland is the national lead for the programme.

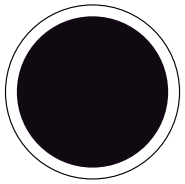
Use the official Sport Ireland logo file - do not recreate.

Where both Sport Ireland and Sport4Empowerment logos appear, follow the co-branding layout provided in the templates.

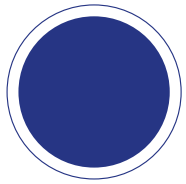
SPÓRT ÉIREANN
SPORT IRELAND

Colour Palette

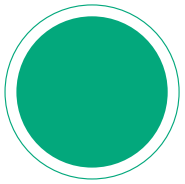
The Sport4Empowerment colour palette should be used consistently across all materials. Using Canva templates automatically applies the correct colours. If you are creating materials outside Canva, use the colour values below.



Hex
#161219
RGB
22 / 18 / 25
CMYK
40 / 40 / 10 / 100

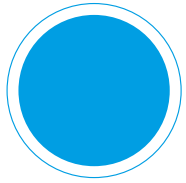


Hex
#2f3881
RGB
47 / 56 / 129
CMYK
100 / 88 / 13 / 1



Hex
#5ea67d
RGB
94 / 166 / 125
CMYK
78 / 3 / 64 / 0

Hex
#f9dd29
RGB
249 / 221 / 41
CMYK
0 / 10 / 94 / 0

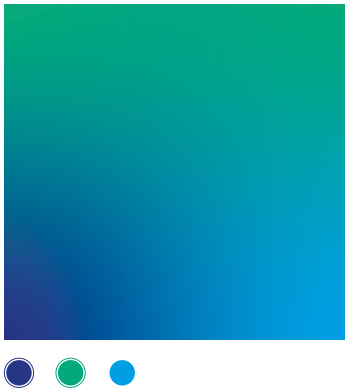


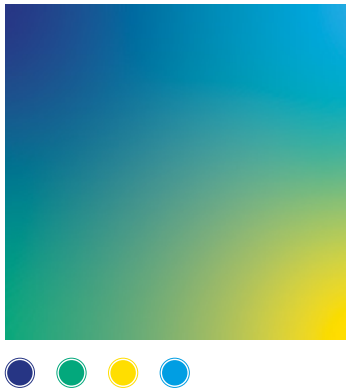
Hex
#009de0
RGB
0 / 157 / 224
CMYK
92 / 9 / 0 / 0

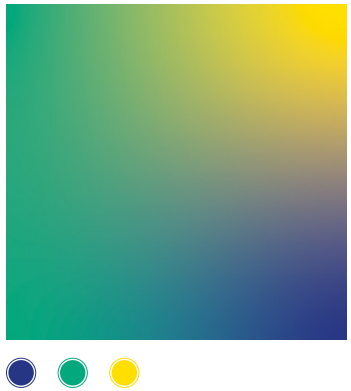
Hex
#ffffff
RGB
255 / 255 / 255
CMYK
0 / 0 / 0 / 0

Colour Palette Gradients

Please only use the gradients provided in the Canva templates. These gradients have been created to ensure consistency and accessibility across the Sport4Empowerment brand and are created using the S4E colour palette only as shown. Gradients should not be applied as filters over images except where provided as a template or as highlights in the header or footer of a post/flyer, etc.







Hex
#2f3881
RGB
47 / 56 / 129
CMYK
100 / 88 / 13 / 1

Hex
#5ea67d
RGB
94 / 166 / 125
CMYK
78 / 3 / 64 / 0

Hex
#f9dd29
RGB
249 / 221 / 41
CMYK
0 / 10 / 94 / 0

Hex
#009de0
RGB
0 / 157 / 224
CMYK
92 / 9 / 0 / 0

Typography

Always use the programme's approved typefaces as specified in the Canva templates and brand guidelines. Do not substitute other fonts.

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts. Indian Type Foundry describes Poppins as "an internationalist take on the geometric sans genre." It supports both Latin and Devanagari scripts and is available in nine weights with matching italics.

Poppins

Poppins is a versatile, geometric sans-serif typeface. It has clean, monolinear strokes and a contemporary feel, making it suitable for use in headings, logos, and web design. Its polished look makes it a go-to for designers seeking a sharp, modern style. Poppins consistent stroke contrast also creates a clean and minimalist look.

Light	Medium	Bold
Aa Bb Cc Dd Ee Ff	**Aa Bb Cc Dd Ee Ff**	**Aa Bb Cc Dd Ee Ff**
Gg Hh Ii Jj Kk Ll Mm	**Gg Hh Ii Jj Kk Ll Mm**	**Gg Hh Ii Jj Kk Ll Mm**
Nn Oo Pp QqRr Ss Tt	**Nn Oo Pp QqRr Ss Tt**	**Nn Oo Pp QqRr Ss Tt**
Uu Vv Ww Xx Yy Zz	**Uu Vv Ww Xx Yy Zz**	**Uu Vv Ww Xx Yy Zz**
1234567890	**1234567890**	**1234567890**
<>?!@{}"#$€£	**<>?!@{}"#$€£**	**<>?!@{}"#$€£**

ESF+ Mandatory Publicity Requirements

Mandatory: These requirements are a legal obligation for all activities co-funded by the European Social Fund Plus. Failure to comply could affect programme funding. If you are unsure, contact Sport Ireland before publishing any material.

All public-facing materials, communications, publications, and events connected to Sport4Empowerment must:

Display the EU emblem (the European flag) prominently.

Standalone statement for body copy and captions: "This project is co-funded by the Government of Ireland and the European Union"

These requirements apply to all printed materials (flyers, posters, programmes, reports), digital content (websites, social media, email newsletters), audio-visual materials (videos, social media clips, presentations), event signage and backdrops, and press releases and media materials.



Arna chomhchistiú ag an Aontas Eorpach

Co-Funded by the European Union





EU Emblem Specifications

Minimum size (print): 30mm wide

Minimum size (digital): 100px wide

ESF+ Mandatory Publicity Requirements

EU Emblem (continued)

Background
Preferably on white or very light background. Use on dark backgrounds only if a white version is available.

Placement
Must be prominently visible — not hidden in a footer or obscured by other elements.

Required statement
"Co-funded by the European Union" — this exact wording is required.

Social Media: When posting about Sport4Empowerment, include the EU emblem in image posts where possible, or acknowledge EU co-funding in the post text. Use the hashtag **#ESFplus** and tag **@EU_Social** where relevant.

Co-branding with LSPs and Partners
Partner logos should not be larger than the Sport4Empowerment or Sport Ireland logos.

All mandatory EU publicity requirements still apply even when co-branding with partners.

Contact Sport Ireland before adding new partner logos to existing templates.

Third-party logos may not be added to the core Sport4Empowerment brand assets without Sport Ireland approval.

Accessibility Requirements

Sport4Empowerment is a programme built on inclusion. That commitment extends to how its communications are produced and experienced. All materials — digital and print — must be accessible to the broadest possible audience.

Digital materials must comply with WCAG 2.1 Level AA accessibility standards. In practice this means:

Colour combinations must meet minimum contrast ratios: 4.5:1 for normal text and 3:1 for large text and non-text elements. The Sport4Empowerment colour palette has been designed with this in mind, but always verify combinations when using colours outside the standard templates.

All images published digitally must include descriptive alt text. Write a clear sentence describing what is in the image — for example: 'A group of women in sports clothes playing basketball in a community hall, laughing.'

All video content must include accurate closed captions. Auto-generated captions must always be reviewed and corrected before publishing.

Text must not be embedded in images as the primary means of communication, as it cannot be read by screen readers.

Content must be compatible with assistive technologies including screen readers.

Any text in an image must also appear in the post caption or alt text.

Print materials must use sufficient font sizes and line spacing to ensure legibility. Text must not rely on colour alone to convey meaning.

If you are creating materials outside the Canva templates, check your colour and contrast choices before publishing. Free tools such as the WebAIM Contrast Checker can help verify that your combinations meet the required standard.

If you are unsure whether a material meets accessibility requirements, contact the Sport Ireland communications team before publishing.

Accessibility Requirements

Sport4Empowerment is a programme built on inclusion. That commitment extends to how its communications are produced and experienced. All materials — digital and print — must be accessible to the broadest possible audience.

Reading Level

All copy must be written at a reading level accessible to an average 11–12-year-old. This is not a constraint on depth or quality. It is a discipline that sharpens writing.

Readability checkers can work well in conjunction with **plain English** guidelines and user testing. There is a **readability checker** in MS Word. Use the **Flesch Reading Ease** tool to assess copy: **https://www.webfx.com/tools/read-able/**. Aim for a 65+ average across all body copy.

Practical Rules

- Use short sentences, vary length for rhythm, but keep the average short
- Use active verbs, not passive constructions
- Avoid jargon. Economic, political or institutional terms must be explained or substituted
- Avoid acronyms without explanation. When introducing an acronym make sure that the name is spelled out in full the first time it is introduced in the text.

Copy must be **translatable into Irish** without losing meaning so avoid idioms, colloquialisms or wordplay that will not survive translation.

For more in-depth guidelines related to communications for services to the public consult: **https://universaldesign.ie/toolkits/customer-communications-toolkit-for-services-to-the-public-a-universal-design-approach-2#Written_Communication**

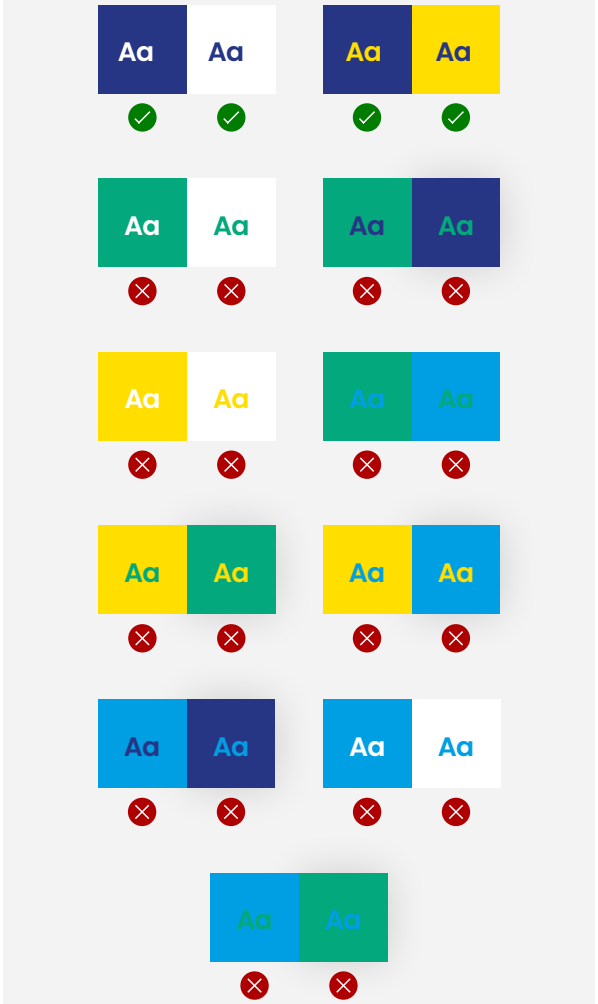
Contrast and Accessibility

Ensure text is legible against backgrounds by testing with tools like WebAIM Contrast Checker but these are some of the combinations to use and some to avoid.

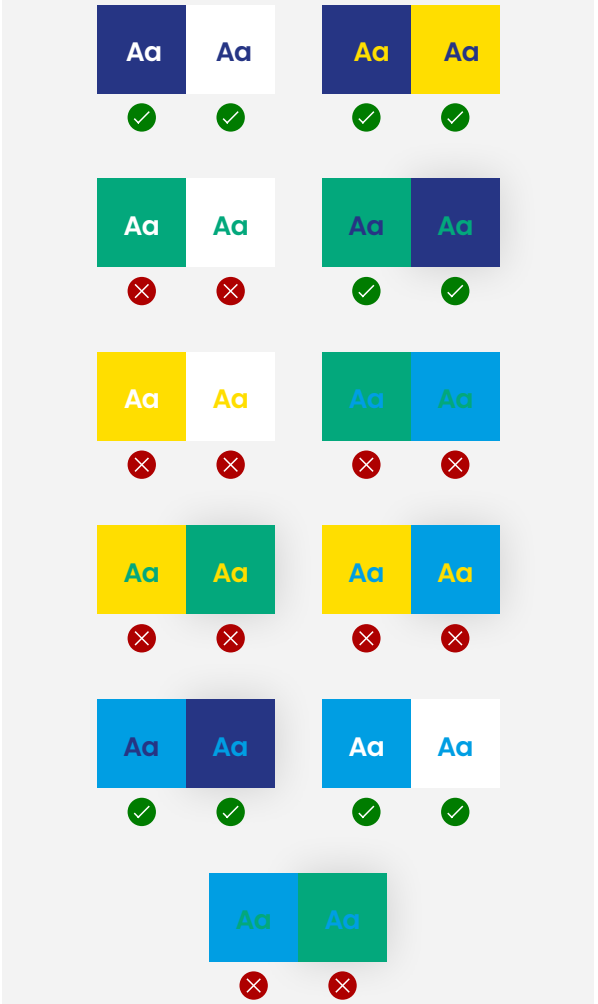
PASS

FAIL

CONTRAST RATIO **4.5:1** for normal text

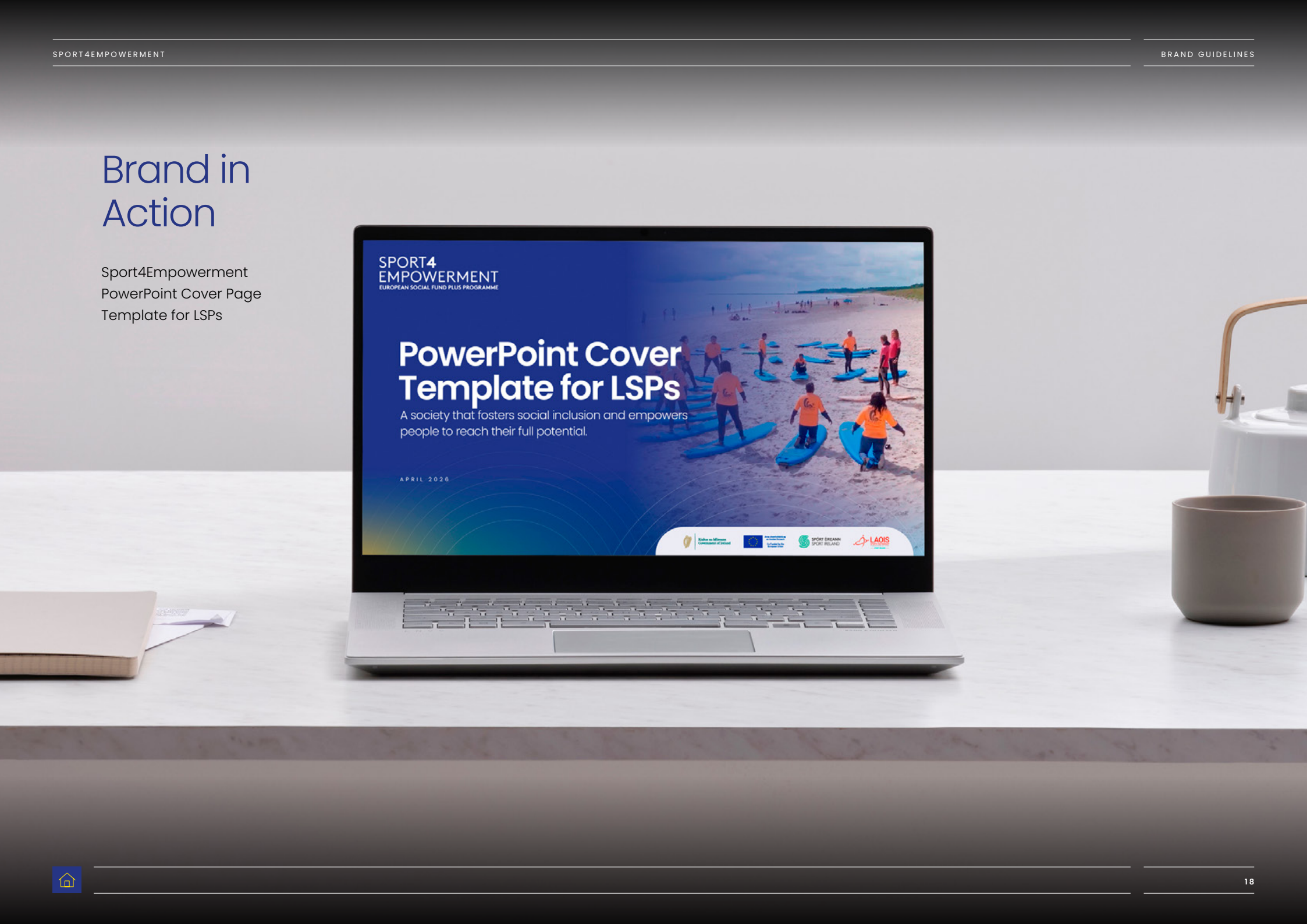


CONTRAST RATIO **3:1** for large text and non-text elements



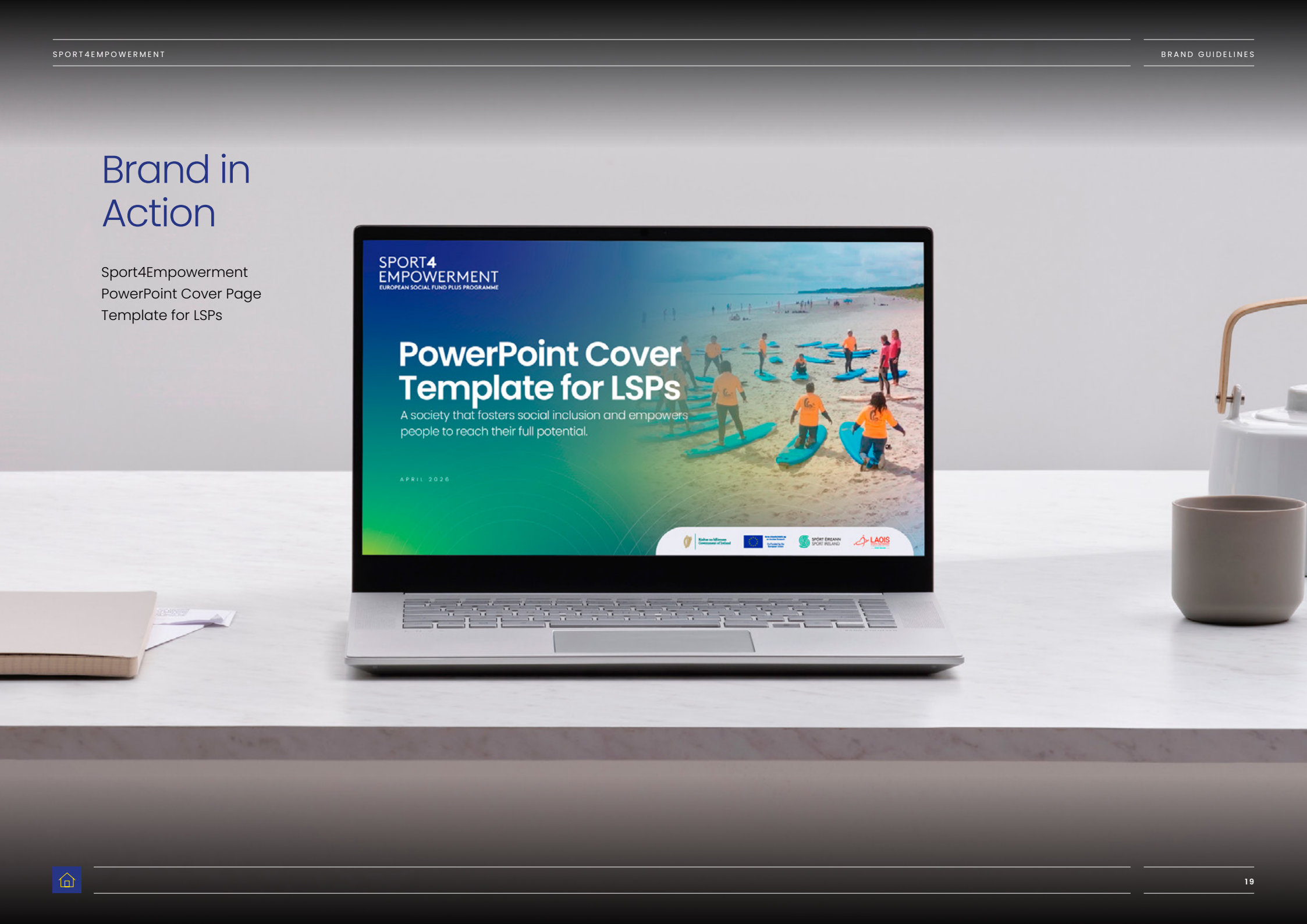
Brand in Action

Sport4Empowerment
PowerPoint Cover Page
Template for LSPs



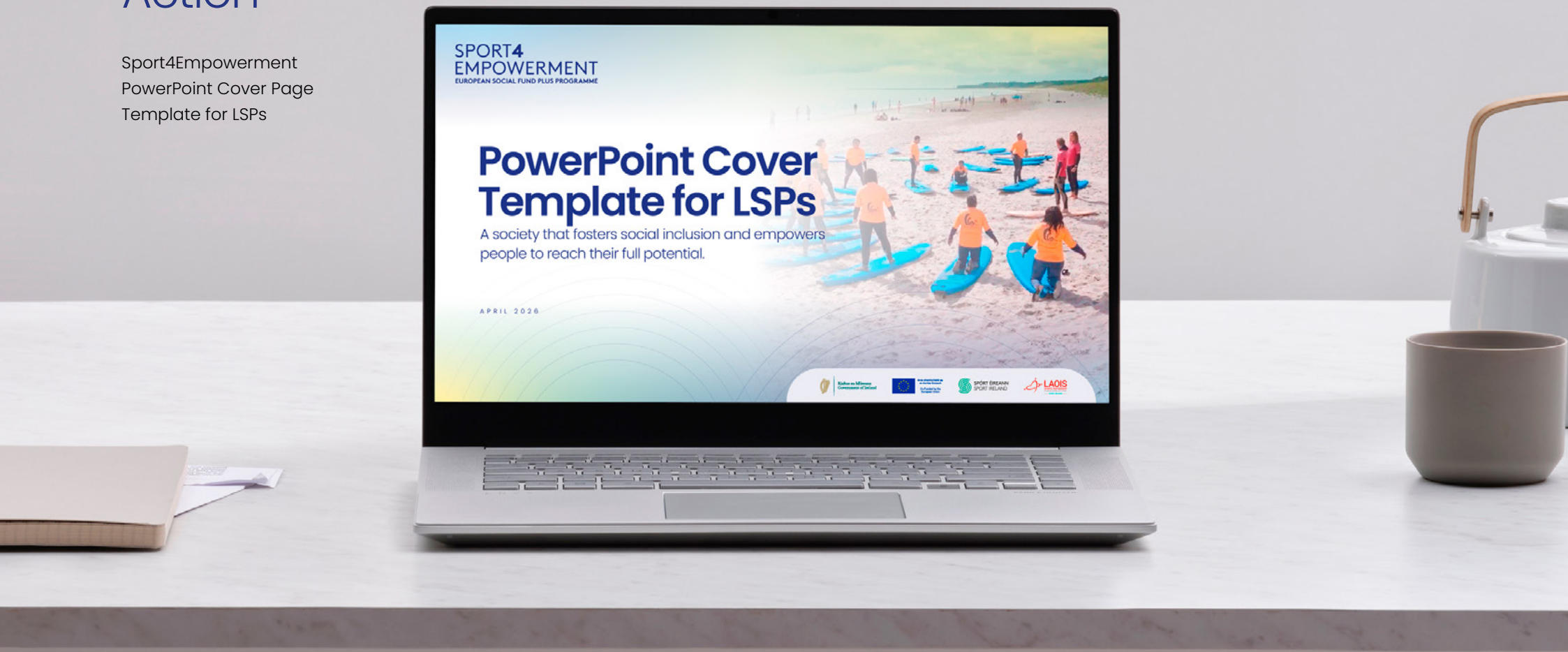
Brand in Action

Sport4Empowerment PowerPoint Cover Page Template for LSPs



Brand in Action

Sport4Empowerment
PowerPoint Cover Page
Template for LSPs



Brand in Action









Sport4Empowerment Instagram Carousel Template for LSPs

Any lorem ipsum text is used is for placeholder purposes only.

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